

# UnionBank

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## Casual Friday Challenge Creates Contributions for Cancer Charities

*Blue Jean Clad Bankers Raise Thousands*

**Morrisville, VT** – It started off as a simple request from one employee at Union Bank’s headquarters in Morrisville; three consecutive “Casual Fridays” to conclude the last three weeks of 2021. Union Bank President and CEO, David Silverman, turned the tables and challenged the entire staff to (voluntarily) pay for their fashion sins.



“I told the team that I wanted to pose a challenge,” said Silverman. “Cancer is an evil disease that over the years has touched the lives of our teammates, as well as our families. I suggested to those who wished to participate in “Jeans Days” that they make a small donation to our local cancer charities, which the bank will match dollar for dollar.”

Although participation was voluntary and all employees were allowed to exercise their right to wear their Wrangler’s (or Levi’s or Carhart’s) free of obligation, the holiday giving spirit was evident from the start. By the last Friday in December, Union Bank employees had raised over \$3,700.00 to support six non-profits in VT and NH that all share a mission to help individuals and families of loved ones coping with cancer.

“People were really into it. I think it was a positive way to end a challenging year,” said Kristy Adams Alfieri, Administrative Officer at Union Bank who coordinated the bank’s “Jeans Days” efforts. “The donations will be made in honor of all of our teammates and their families, past and present, who have been touched by this horrible disease.”

The exact dollar amount raised was \$3,748.00 which is being donated to support the Lamoille Area Cancer Network ([lacnvt.org](http://lacnvt.org)), the Sullycat Foundation ([sullycat.com](http://sullycat.com)), Funds-For-Families ([funds-for-families.org](http://funds-for-families.org)), the Northeast Kingdom Cancer Network, Franklin County Area Cancer Network ([www.facebook.com/FranklinCountyAreaCancerNetwork/](http://www.facebook.com/FranklinCountyAreaCancerNetwork/)) and the Make a Wish Foundation ([wish.org/](http://wish.org/)).

Union Bank, a wholly owned subsidiary of Union Bankshares, Inc. (UNB, traded on the NASDAQ Exchange), has been helping people buy homes and local businesses create jobs in area communities since 1891. Headquartered in Morrisville, VT, Union Bank is a full-service bank offering deposit, loan, trust, commercial and municipal banking services throughout northern Vermont and northern New Hampshire. Union Bank has earned an outstanding reputation for residential lending programs and is an SBA Preferred Lender. Union Bank has received an “Outstanding” rating for its compliance with the Community Reinvestment Act (CRA). This rating recognizes Union Bank’s excellent record of helping to meet the credit needs of members of the communities in which it operates, particularly in low-and moderate-income neighborhoods. Proud to be one of the few community banks serving Vermont and New Hampshire, Union Bank maintains a strong commitment to traditional banking values. In particular, Union Bank is dedicated to providing personalized customer service and community support, including supporting over 150 local nonprofit organizations. These values—combined with financial expertise, quality products and the latest technology—make Union Bank the premier choice for your banking services, both personal and commercial. Union Bank currently maintains 18 banking offices, 3 loan centers and multiple ATMs. Member FDIC. Equal Housing Lender.